## **ORDER**

FIRST FOR YOU

Order / Rev:	693297 - 5		
Alt Order #:	06196953		FIRST FOR YOU
Product Desc:	SENATE RACE		A GANNETT COMPANY
Estimate:	472		WJXX-TV
Flight Dates:	10/23/12 - 10/29/12	Primary AE:	Jim Quinn
Original Date / Rev:	06/21/12 / 10/29/12	Sales Office:	T-PHI
Order Type:	Political	Sales Region:	NAT
Name:	Abar Hutton Media/ POL		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	6190 Grovedale Court Suite 200	Billing Cycle:	EOM/EOC
	Alexandria, VA 22310	Agency Commission:	15%
Name:	Nelson, B/ DSCC/ D/Sen/FL		
Demographic:	A25-54	New Business Thru:	
Product Codes:	IS-Candidate/US Senate	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type:  Name: Buying Contact: Billing Contact:  Name: Demographic: Product Codes: Priority:	Alt Order #: 06196953  Product Desc: SENATE RACE  Estimate: 472  Flight Dates: 10/23/12 - 10/29/12  Original Date / Rev: 06/21/12 / 10/29/12  Order Type: Political  Name: Abar Hutton Media/ POL  Buying Contact:  Billing Contact:  6190 Grovedale Court Suite 200  Alexandria, VA 22310  Name: Nelson, B/ DSCC/ D/Sen/FL  Demographic: A25-54  Product Codes: IS-Candidate/US Senate  Priority: P-5	Alt Order #: 06196953  Product Desc: SENATE RACE  Estimate: 472  Flight Dates: 10/23/12 - 10/29/12 Primary AE: Original Date / Rev: 06/21/12 / 10/29/12 Sales Office: Order Type: Political Sales Region:  Name: Abar Hutton Media/ POL  Buying Contact: Billing Type: Billing Contact: Billing Calendar: Billing Contact: Billing Cycle: Alexandria, VA 22310 Billing Cycle: Agency Commission:  Name: Nelson, B/ DSCC/ D/Sen/FL  Demographic: A25-54 New Business Thru: Product Codes: IS-Candidate/US Senate Order Separation: Priority: P-5 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	16	\$4,205.00	\$3,574.25		
10/29/12	10/29/12	3	\$555.00	\$471.75		

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$4,205.00	\$3,574.25	0.00
November 2012	3	\$555.00	\$471.75	0.00
Totals	19	\$4,760.00	\$4.046.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WJXX 10/25/12 10/25/		M-F 11a-12p	T	:30 1	\$225.00 P-3	0.00 NM	1	\$225.00
	M-F 11a-12p View							
Start Date End Dat			Rating					
Week: 10/22/12 10/28/12		\$225.00	0.00					
2 WJXX 10/24/12 10/26/		M-F 5:30p-6p	W-F	:30 2	\$110.00 P-3	0.00 NM	2	\$220.00
	M-F 5:30-6pm							
Start Date End Dat			Rating					
Week: 10/22/12 10/28/12		<b>*</b> · · · · · · · · · · · · · · · · · · ·	0.00					
3 WJXX 10/23/12 10/29/		M-F 6p-6:30p	МТ-Т	:30 3	\$130.00 P-3	0.00 NM	3	\$390.00
	M-F 6-6:30pm							
Start Date End Dat			Rating					
Week: 10/23/12 10/29/12		3 \$130.00	0.00					
4 WJXX 10/28/12 10/28/		Sun 6:30-7p	S	:30 1	\$175.00 P-3	0.00 NM	1	\$175.00
	Sun 6:30-7p							
Start Date End Dat	- <del></del> -		Rating					
Week: 10/22/12 10/28/12		\$175.00	0.00					
Spot Ch Date Range		rt/End Time	<u>W</u>			Rtg Type		
1 WJXX 10/22/12-10/28/12	2 FCN Sun News at 6:30 Sur	n 6:30-7p		Su	:30 \$175.00	0.00 NM		
5 WJXX 10/24/12 10/24/		9-10p	<b>W</b>	:30 1	\$1,900.00 P-3	0.00 NM	1	\$1,900.00
	Modern Family/ Don't Trust the	e I						
Start Date End Dat	- <del> </del>	<u>Rate</u>	Rating					
Week: 10/22/12 10/28/12	2 W 1	\$1,900.00	0.00			I		

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Order / Rev: 693297 - 5 Advertiser: Nelson, B/ DSCC/ D/Sen/FL

Alt Order #: 06196953 Product Desc: SENATE RACE WJXX-TV

Flight Dates: 10/23/12 - 10/29/12 Estimate: 472

Ln Ch Start End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ots f	Rate Pri	Rtg Type	Spots	Amount
5 WJXX 10/24/12 10/24/12		CM	9-10p	W			900.00 P-3	0 7.		\$1,900.00
Start Date End Date Week: 10/22/12 End Date	Weekdays	Spots/Week	Rate \$1.900.00	Rating 0.00						
	escription ed Prime B		/End Time	0.00	Weekdays	Length :30		Rtg Type 0.00 NM		
6 WJXX 10/23/12 10/29/12				:35р МТ-Т	- :30		225.00 P-3	0.00 NM	3	\$675.00
<u>Start Date</u> <u>End Date</u> Week: 10/23/12 10/29/12	Weekdays MT-T	Spots/Week 3	Rate \$225.00	Rating 0.00						
7 WJXX 10/24/12 10/29/12		СМ		2:05eM- WTF-	- :30	4 \$2	200.00 P-3	0.00 NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 10/24/12 10/30/12	Weekdays M- WTF	Spots/Week 4	Rate \$200.00	Rating 0.00						
	escription ghtline	Start	/End Time 11:35p-12:05	0.00	Weekdays M- WThF	Length :30		Rtg Type 0.00 NM		
2 WJXX 10/24/12-10/30/12 Nig	-	M-F	11:35p-12:05		M- WThF	:30		0.00 NM	i	
3 WJXX 10/24/12-10/30/12 Nig	ghtline	M-F	11:35p-12:05		M- WThF	:30	\$200.00	0.00 NM	İ	
4 WJXX 10/24/12-10/30/12 Nig	ghtline	M-F	11:35p-12:05		M- WThF	:30	\$200.00	0.00 NM		
8 WJXX 10/27/12 10/27/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9	aS	- :30	1 \$	\$85.00 P-3	0.00 NM	1	\$85.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00						
	escription		/End Time Sun 8a-9a	0.00	Weekdays	Length :30		Rtg Type 0.00 NM		
9 WJXX 10/28/12 10/28/12	GMJ Sunday GMJ Sunday	СМ	Sun 7a-730a		S :30	1 \$	\$55.00 P-3	0.00 NM	1	\$55.00
Start Date	Weekdays	Spots/Week 1	<u>Rate</u> \$55.00	Rating 0.00						
	escription	Start	/End Time 7a-730a	0.00	Weekdays	Length u :30		Rtg Type 0.00 NM		
10 WJXX 10/28/12 10/28/12		СМ	Sat-Sun 8a-9	la			\$85.00 P-3	0.00 NM	1	\$85.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12 Spot Ch Date Range De	escription	1 Start	\$85.00 /End Time	0.00	Weekdays	Length	Rate	Rtg Type	i	
1 WJXX 10/22/12-10/28/12 GM	MA Weekend		Sun 8a-9a		Sı			0.00 NM	l	
11 WJXX 10/28/12 10/28/12	This Week 10A Sun 10a-11a - eff	CM 6/7	Sun 10a-11a	- eff (	S :30	1 \$1	150.00 P-3	0.00 NM	1	\$150.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/12 Spot Ch Date Range De	S escription		\$150.00 /End Time	0.00	Weekdays	Length	Rate	Rtg Type		
1 WJXX 10/22/12-10/28/12 Th			10a-11a - eff		Si			0.00 NM	i	
E 12 WJXX 10/23/12 10/25/12	GMJ M-F 6a-7a	СМ	M-F 6a-7a	- TWT	- :30	2 9	\$90.00 P-3	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays - TWT	Spots/Week 2	<u>Rate</u> \$90.00	Rating 0.00						
	escription	Start	/End Time 6a-7a	0.00	Weekdays	Length :30		Rtg Type 0.00 NM		
Credited	VIO	IVI-F	∪a-ra		- 1 MIII	.30	<del>(\$50.00)</del>	O.OO INIVI		
[CR] 2 WJXX 10/22/12-10/28/12 GI Credited	MJ	M-F	6a-7a		- TWTh	- :30	<del>(\$90.00)</del>	0.00 <i>NM</i>		
[CR]										
13 WJXX 10/29/12 10/29/12	GMJ Traffic BB M-F 6-7am Traffic	CM BB	M-F 6-7a	M	- :30	1 \$	\$90.00 P-3	0.00 NM	0	\$0.00
Start Date         End Date           Week: 10/29/12         11/04/12	Weekdays M	Spots/Week 1	Rate \$90.00	Rating 0.00						

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Order / Rev: 693297 - 5 Advertiser: Nelson, B/ DSCC/ D/Sen/FL

Alt Order #: 06196953 Product Desc: SENATE RACE WJXX-TV

Flight Dates: 10/23/12 - 10/29/12 Estimate: 472

Ln Ch Start End Inv	rentory Code Brea	k Start/End Tir	ne Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
	IJ Traffic BB CM F 6-7am Traffic BB	M-F 6-7a	M	:30	1 \$90.00 P-3	0.00 NM	0	\$0.00
		k <u>Rate</u> 1 \$90.00 art/End Time F 6-7a		<u>Weekdays</u> M		Rtg Type 0.00 NM		
E 14 WJXX 10/24/12 10/26/12 Go		M-F 7a-9a	WTF	:30	2 \$110.00 P-3	0.00 NM	0	\$0.00
Start Date         End Date         W           Week:         10/22/12         10/28/12         -           Spot         Ch Date Range         Descr           1 WJXX 10/22/12-10/28/12 Good         Credited		k Rate 2 \$110.00 art/End Time F 7a-9a		<u>Weekdays</u> WThF	<u>Length</u> <u>Rate</u> :30 <del>(\$110.00)</del>	Rtg Type 0.00 NM		
[CR] 2 WJXX 10/22/12-10/28/12 Good Credited [CR]	Morning America M	F 7a-9a		WГhF	:30 <del>(\$110.00)</del>	0.00 <i>NM</i>		
15 WJXX 10/29/12 10/29/12 Go	-	M-F 7a-9a	M	:30	1 \$110.00 P-3	0.00 NM	0	\$0.00
Start Date End Date V		k Rate 1 \$110.00 art/End Time F 7a-9a	Rating 0.00	<u>Weekdays</u> M	<u>Length</u> <u>Rate</u> :30 <del>(\$110.00)</del>	Rtg Type 0.00 <i>NM</i>		
E 16 WJXX 10/25/12 10/25/12 Ext	ra CM F 7:30-8p	M-F 7:30p-8p	T	:30	1 \$200.00 P-3	0.00 NM	0	\$0.00
Start Date End Date W	/eekdays Spots/Wee	k <u>Rate</u> 1 \$200.00 art/End Time F 7:30p-8p		<u>Weekdays</u> Th	<u>Length</u> <u>Rate</u> :30 <del>(\$200.00)</del>	Rtg Type 0.00 NM		
17 WJXX 10/29/12 10/29/12 Ext M-	ra CM F 7:30-8p	M-F 7:30p-8p	M	:30	1 \$200.00 P-3	0.00 NM	0	\$0.00
	<del>-</del>	k Rate 1 \$200.00 art/End Time F 7:30p-8p	Rating 0.00	<u>Weekdays</u> M	<u>Length</u> <u>Rate</u> :30 <del>(\$200.00)</del>	Rtg Type 0.00 NM		
18 WJXX 10/29/12 10/29/12 Mo	n Prime C CM	10-11p	M	:30	1 \$1,500.00 P-3	0.00 NM	0	\$0.00
	ription St	k Rate 1 \$1,500.00 art/End Time -11p		<u>Weekdays</u> M	<u>Length</u> <u>Rate</u> :30 <del>(\$1,500.00)</del>	Rtg Type 0.00 NM		
E 19 WJXX 10/23/12 10/23/12 Tue Tu	e Prime C CM e Prime C	10-11p	- T	:30	1 \$1,300.00 P-3	0.00 NM	0	\$0.00
	ription St	k Rate 1 \$1,300.00 art/End Time -11p		<u>Weekdays</u> - T		Rtg Type 0.00 <i>NM</i>		
E 20 WJXX 10/24/12 10/24/12	СМ	10-11p	W	:30	1 \$850.00 P-3	0.00 NM	0	\$0.00

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Totals

19

\$4,760.00

Order / Rev: 693297 - 5 Advertiser: Nelson, B/ DSCC/ D/Sen/FL

Alt Order #: 06196953 Product Desc: SENATE RACE WJXX-TV

Flight Dates: 10/23/12 - 10/29/12 Estimate: 472

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time I	Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
			Wed Prime C Wed Prime C										_
-	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$850.00	Rating 0.00	-						
Spot	Ch Date Ra	ange D	escription		t/End Time	0.00	,	Weekday			Rtg Type		
	XX 10/22/1 Credited	2-10/28/12 W	Ved Prime C	10-1	1p			W		:30 <del>(\$850.00</del> )	0.00 NM		
	[CR]												
E21 WJ>	X 10/26/1	12 10/26/12	Fri Prime A Shark Tank	СМ	Fri 8p-9p		F	- :30	1	\$825.00 P-3	0.00 NM	0	\$0.00
	Start Date	End Date	Weekdays	Spots/Week		Rating	_						
	10/22/12 Ch Date Ra	10/28/12 ange D	F escription	1 Star	\$825.00 t/End Time	0.00		Weekday	/s lei	ngth Rate	Rtg Type		
		2-10/28/12 F			3p-9p			F-			0.00 NM		
	Credited [CR]												
	• •	12 10/28/12	Sun Prime C	CM	9-10p		5	S :30	1	\$1,050.00 P-3	0.00 NM	0	\$0.00
		,_,,	Revenge							* 1,000.00			******
-	Start Date	End Date	Weekdays S	Spots/Week		Rating							
	10/22/12 Ch Date Ra	10/28/12	escription	1 Star	\$1,050.00 t/End Time	0.00	)	Weekday	ıs lei	ngth Rate	Rtg Type		
		2-10/28/12 S		9-10					- Su	:30 <del>(\$1,050.00</del>			
	Credited												
	[CR]												